

## **ABSTRACT**

The invention relates to a software-type platform (200) which is dedicated to Internet site referencing, i.e., the indexing of sites using Internet search tools that can be accessed by netsurfers, said platform comprising a database (228). According to the invention, the platform (200) is characterized in that it comprises a client interface (202) enabling the client or the manager of a referenced site to access the database, a consultant interface (226) enabling a consultant responsible for referencing a site to access the database and means which ensure that different data are supplied to the client or consultant user depending on the interface used to access the platform.